

Message Text

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62
ACTION ARA-10

INFO OCT-01 ISO-00 CU-04 CIAE-00 DODE-00 INR-07 NSAE-00

PA-02 RSC-01 USIA-15 PRS-01 SP-02 EB-07 /050 W
----- 078054

R 041601Z DEC 74
FM AMEMBASSY SAN SALVADOR
TO SECSTATE WASHDC 6961

UNCLAS SAN SALVADOR 4778

E.O. 11652 - N/A
TAGS: BBAK, ES
SUBJ: MISS UNIVERSE CONTEST

1. THE DIRECTOR GENERAL OF THE SALVADORAN
INSTITUTE OF TOURISM
(ISTU) HAS ENTHUSIASTICALLY DESCRIBED TO AN EMBASSY OFFICER

CONTACTS HE HAS BEEN HAVING WITH MR. HOWARD L GLASSER, PRESIDENT
AND MR ROBERT PARKINSON, VICE PRESIDENT, OF MISS UNIVERSE INC.
OF NEW YORK CITY. THESE TWO GENTLEMEN ARE NOW IN EL SALVADOR
DISCUSSING THE POSSIBILITY OF HOLDING THE MISS UNIVERSE PAGEANT
HERE IN JULY OF 1975. EL SALVADOR IS BUT ONE OF SEVERAL POTENTIAL
HOSTS, OTHERS BEING MEXICO CITY, CARACAS, SEVERAL CITIES IN SPAIN
AND SEVERAL IN THE US. MESSRS. GLASSER AND PARKINSON MET WITH
SALVADORAN PRESIDENT MOLINA FRIDAY NOVEMBER 29 AND HAVE REPORT-

EDLY RECEIVED TENTATIVE EXPRESSIONS OF INTEREST.

2. ACCORDING TO THE DIRECTOR GENERAL OF ISTU, MISS UNIVERSE INC.
IS ASKING FOR A \$350,000 FEE FROM THE SELECTED HOST
WHO WOULD ALSO BE EXPECTED TO PROVIDE ADEQUATE AND APPROPRIATE
INFRASTRUCTURE. IN THE CASE OF EL SALVADOR THIS WOULD
REQUIRE A MINIMUM INVESTMENT OF AT LEAST AN ADDITIONAL
\$160,000. HOWEVER, SETTING THIS AGAINST IMMEDIATE RETURNS
FROM THE FESTIVAL ITSELF AND THE TOURISM PUBLICITY WHICH EL
SALVADOR WOULD RECEIVE THE DIRECTOR GENERAL OF ISTU WISHES TO
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MAKE EVERY EFFORT TO RESPOND FAVORABLY TO THIS OPPORTUNITY.

3. ACCORDING TO THE DIRECTOR GENERAL OF ISTU MISS UNIVERSE INC.
IS A SUBSIDIARY OF THE KAYSER-ROTH CORP. AND IS DOMICILED AT
666 FIFTH AVE, NEW YORK, NY 10019. THE DIRECTOR
GENERAL OF ISTU HAS REQUESTED THAT THE EMBASSY CONFIRM THAT
MESSRS. GLASSER AND PARKINSON ARE ACTING ON BEHALF OF THESE
CORPORATIONS. IT IS REQUESTED THAT THE DEPARTMENT CONTACT
THE CORPORATIONS IN QUESTION AND PROVIDE THIS EMBASSY WITH
CONFIRMATION OF THEIR BONA FIDES AND THOSE OF THEIR REPRESEN-
TATIVES AS SOON AS POSSIBLE.
CAMPBELL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SANSA04778
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740352-0087
From: SAN SALVADOR
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741261/aaaabzxt.tel
Line Count: 72
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 18 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18 SEP 2002 by ReddocGW>; APPROVED <13 FEB 2003 by izenbei0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MISS UNIVERSE CONTEST
TAGS: BBAK, ES
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005